Keefe 12-1965 pg 4 6

Kresge News

For and About People of S. S. Kresge Company KRESGE Kmart JUPITER Divisions

Gift Boxes Are Customer Service

Another new customer service is geared to make Kresge stores major gift shopping centers. For the first time this holiday season, with the purchase of gift items, customers can buy attractive gift boxes in the proper size for just 5¢.

The boxes are handsomely patterned in a new grass cloth design appropriate for any gift.

Stores can really stimulate their gift sales, stressed the sales department, with this customer service. Customers will appreciate this convenience and remember their Kresge store when they want to make additional gift purchases.

Topper signs have been sent to all Kresge stores for display in popular gift departments such as apparel and lingerie. Stores with P. A. systems are encouraged to publicize this new customer convenience. Sales personnel should suggest the gift box service at every opportunity, concluded the sales department.

Your accomplishments in 1964 have made this Christmas an especially joyous one for your company. I delight in this opportunity to thank you, and extend the season's greetings to you and your family.

Merry Christmas and Happy New Year

H. B. Cunningham
President

District Men To Hear 1965 Sales Strategy

The 1965 District Managers' Conference will be held at the Detroit Office February 1 through February 5. All 42 district managers, regional office executives and regional merchandise managers will hear D. O. executives, the D. O. sales department and buyers outline merchandising and sales promotion plans for 1965.

Ervin E. Wardlow, sales director and general merchandise manager, announced: "The main theme of the 1965 meeting will be a complete discussion of the merchandising and sales promotion programs in keeping with the rapid expansion of stores.

"With everyone working as a team on our sales promotion and merchandising plans, we will produce sales and profits that are up to our expectations. The Kresge Company has been a leader in producing sales increases in our field for 1964 and we are going to continue to be the leader during 1965."

Harry B. Cunningham, president; Fred K. Nieman, vice president in charge of store management and operations; Claude M. Booker, vice president in charge of merchandising; C. Lloyd Yohe, vice president in charge of discount operations; W. E. Sturges, vice president in charge of personnel, and John E. Hearst, vice president, finance, will discuss overall operational plans for 1965 for Kresge, K-mart and Jupiter stores.

Buyers will present new merchandise lines and promotional plans in conjunction with the sales department. To stimulate ideas and communication between men in the field and the buying offices, each buyer will devote a part of his presentation time to an open discussion period.

Following the five-day D. O. meeting, each regional office will hold one-day conferences with regional officials and district managers focusing the 1965 sales program on their respective regions and stores.

Each district manager will then relate the plans to managers in his territory at a two-day meeting, after which store managers will pass the information on to their own organizations.

Mr. Wardlow pointed out: "With the expansion program that Mr. Cunningham has outlined for 1965, meetings such as this one are very important to enable Kresge, K-mart and Jupiter stores to be merchandised for maximum sales and profit.

"By the time we complete this meeting, most of our sales promotions will be lined up for the first quarter of the year, but we certainly expect to learn much from the men in the field to further strengthen our promotion and merchandising plans."

Pool Racks Up Big Sales

Those smoky, old pool halls have changed for the better. Thousands of pool halls across the country have been outfitted with carpeting, chandeliers and soda fountains in keeping with the national trend to family recreation, reported Buyer Henry E. Mertins.

Pool has become a family sport with nearly as many women participants as men, he said. The result of the game's new respectability has been increased sales of home pool tables in Kresge and K-mart stores, especially in November, December and January, the peak selling months for the tables, he pointed out.

Mr. Mertins explained that young parents today want more and more family activities that will keep their children constructively occupied and home pool tables fill this desire.

Of the various types and sizes of pool tables available in Kresge and K-mart stores, Mr. Mertins related that the seven-foot-long table is the most popular.

The seven-foot-long pool table features cotton billiard cloth, a half inch non-warping bed, fast action gum rubber cushions, a reinforced hardwood frame with a metal edge trim and walnut finished sides, a built-in automatic ball return, balls, cues, chalk, bridge attachment and plastic triangle.

Sugar Daddy is the product of a D. O. Junior Achievement company.

JA'ers Sell Wares at D. O.

Detroit Office employees will have an opportunity in December to support company-sponsored Junior Achievement companies. The Four JA firms plan to sell their products at the administration building.

Twy-Lite Company's 22 members, formerly manufacturers of Christmas candles, are now producing Sugar Daddies, holiday novelties. A Sugar Daddy is a snowman with a glass body that is filled with hard candy and a styrofoam head and top hat. A Sugar Daddy sells for $1.00.

Astro Company has 21 JA members making brush lint removers. Their successful product has been purchased wholesale by several Detroit area Kresge stores. The lint remover retails at 69¢.

The 28 Junior Achievers in Compco Company are manufacturing decorator toss pillows which will probably retail for $1.50 each.

Rem Roll note pads are coming off the assembly line of the 25-member Kresco Company. The pads will sell for approximately $1.75 each. Sam Fuller, assistant manager at Kresge 353, Madison Heights, Mich., is a new advisor for the Kresco firm. He succeeds an advisor who was transferred to another area of the company.

Hardware Buyer Tests Expanded Lines at 4001

A new idea in K-mart hardware departments is being tested at K-mart 4001, Pontiac, Mich. Hardware space there has been expanded to more than double the size of an average K-mart hardware department.

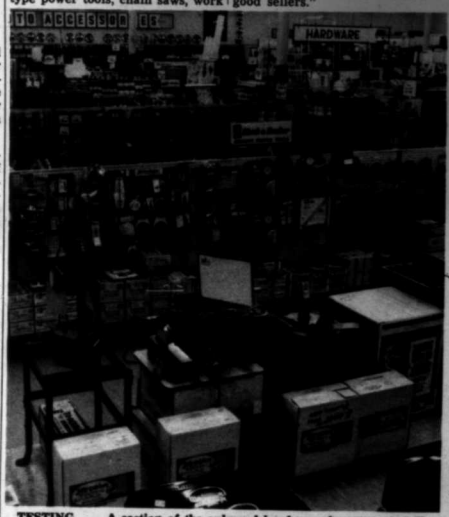
E. James Haglund, associate buyer and director of K-mart hardware operations, reported that 2,000 additional square feet in 4001's hardware department enabled the store to expand its hardware lines and add new ones.

The department, headed by an experienced tool and hardware man, opened to the public on November 5 and early sales were very gratifying, Mr. Haglund related. Many items from the new lines were reordered during the first week.

New lines offered include floor type power tools, chain saws, work benches and metal shelving. Special departments within the enlarged department were added: complete fireplace equipment, imported tools, weather vanes and lawn markers.

Customary lines such as carpentry, masonry and mechanic tools and kitchen gadgets are given more space in the department to provide for maximum sales and greater variety. Do-it-yourself merchandise (aluminum paneling, wooden dowels, etc.) was also added to the department.

The expanded department will provide an opportunity for new lines and new items to be tested in depth, Mr. Haglund added. If the test is successful, other K-mart hardware departments will be expanded, although probably not as much as 4001's hardware department, he said. He concluded: "The greatest benefit will come from the adding of those lines proving to be good sellers."



TESTING . . . A section of the enlarged hardware department at K-mart 4001, Pontiac, Mich., shows expanded tool lines. The experimental department provides the opportunity to test new lines in depth. Successful lines will be added to all K-mart hardware departments.

TOPS IN GIVING . . . Wesley R. Baker (left), head of the Kresge metropolitan Detroit united giving campaign, congratulates Manager John E. Matey (right) for K-mart 4059's (Taylor, Mich.) victory in the contest between 69 stores. The campaign was conducted by, l to r: Assistant Bill Bunch, Personnel Supervisor Gladys Spackman, and Senior Assistant Jack Gamble. The victors were feted at a breakfast.

K-mart 4059 Gives the Most

"Contributions went over the top in the United Foundation Torch Drive campaigns in the Detroit Office and metropolitan Detroit area stores," reported Wesley R. Baker, executive assistant to Stanley S. Kresge and head of the Kresge metropolitan Detroit united giving campaigns.

In competition among 69 Kresge, K-mart and Jupiter stores, K-mart 4059, Taylor, Mich., was the victor. Over 140 employees gave an average of 50.4 percent of their salaries for the week ending October 28. Kresge 620, Detroit, Mich., was the runner-up in the competition with an average contribution of 27.7 percent.

Manager John E. Matey and his staff will be feted at a victory breakfast on December 4 at the Holiday Inn in Dearborn, Mich. President Harry B. Cunningham will present a plaque to the winners. Stanley S. Kresge, vice chairman of the Board, and other Detroit Office and regional executives will be present to congratulate the winners on their outstanding job.

"The credit for 4059's victory belongs to Senior Assistant Jack Gamble, Assistant Bill Bunch and Personnel Supervisor Gladys Spackman," stated Mr. Matey. "They were terrific. They were an efficient team that inspired all the employees. I've never before seen such close cooperation."

Mrs. Spackman, however, attributes her store's exceptional contribution to the generosity of the employees rather than the campaign she helped conduct. She explained: "We showed the United Foundation movie 'Happiness Is a Thing Called You' twice and immediately after the movie we spoke to each employee individually and gave out the pledge forms. We were gratified to have 33 of the first 40 employees contacted pledge $1 a week every week for a year. These $52 contributions at the beginning of our campaign really spurred us on. Within two days we had all contributions in."

The 69 stores participating in the campaign donated $13,000 over last year's contributions. Personnel at the Detroit Office gave $4,764 over last year's donations of $31,929. All team captains surpassed the goals set for their teams. The total S. S. Kresge gift, including the corporate gift, was $107,037.

Mr. Baker commended Kresge people: "The Kresge Company is proud that once again thousands of Kresge men and women in the stores and offices in the metropolitan Detroit area willingly and generously gave to help the less fortunate people in their communities. We never doubted we would reach our goal and were extremely pleased at exceeding it."

W. R. Marshall Visits Orient

Menswear merchandise and market sources in the exotic cities of Hong Kong, Osaka, Japan, and Tokyo, Japan, are being studied by Buyer William R. Marshall who left for the Far East on a buying trip November 19.

He spent several days in Tokyo examining various types of knitted gloves and mittens before traveling to Osaka where he is reviewing pants, shirts and vinyl gloves. On December 4 he will travel to Hong Kong to study the clothing market until December 18. The remainder of his trip will be spent on return trips to Osaka and Tokyo. He will leave Tokyo on December 19 for the United States.

Mr. Marshall said the trip was being made not only to purchase new items and determine market sources, but also to give him the opportunity to become better acquainted with Kresge suppliers in the Orient. In the past five years, import items for menswear departments from the Far East have increased considerably, making a special buying trip necessary.

October Sales Continue Record

October sales set the 31st consecutive monthly record for the company. Sales were $54,770,494 compared with $41,456,335 for the same month last year, an increase of 32.1 percent.

Sales for the first 10 months of 1964 totaled $460,728,104, an accumulative gain of $93,020,164 or 25.3 percent over the same period last year.

FFA Thanks Kresge

The Future Farmers of America presented a plaque to the S. S. Kresge Company "in appreciation for the encouragement given to students of vocational agriculture during 15 years as a donor to the Future Farmers of America Foundation, Inc."

RETIRING BUYER CLAUD CARVER shows off one of the most outstanding lines developed by his office during 10 years as buyer.

Claud Carver Retires As a Top Merchant

When a nine-year-old boy from Dyersburg, Tenn., began clerking in his older brother's general store, it wasn't just a whim or a necessity. He was just wild about merchandising. The boy was Claud Carver who on December 31 completes a 44-year career with the Kresge Company.

Today's successful buyer reminisced about the beginnings of his merchandising career in his brother's store: "We sold nearly everything, but at first I was only allowed to sell a few items. My brother paid me $4 a week, a very generous sum in those days."

While studying theology for a year when he was 16, he continued working in his brother's stores. After serving in the United States Marines during World War I, Mr. Carver traveled to Detroit where a brother and cousin had gone to work.

One day in 1920, as he walked down Detroit's main street—Woodward Avenue—he noticed a new store going up. When he further inspected the store, he discovered a sign advertising for retailing trainees. This was just his line and so he applied for the job at the new Kresge 1185 (now closed).

Mr. Carver said the interviews which followed with Manager Joseph Walker (now deceased), considered the dean of dollar store managers, made him worry whether he would land the job. Mr. Walker quizzed him very thoroughly and then abruptly announced, "Be in tomorrow at 7:30 a.m."

"I arrived at the store the next morning resplendent in a pin stripe suit, looking very fashionable for a stroll through the store, but very unsuitable for the stockroom where I was to begin my job. I caught on fast and the next morning I was more suitably dressed," he recalled.

Mr. Carver said he took to the job immediately and learned about every item in the stockroom. The older men (floormen, merchandise managers, etc.) would phone up to the stockroom for information on merchandise and it became an obsession for Mr. Carver to be the first to answer the phone with all the right answers.

As an assistant manager at former 1190, Jackson, Mich., Mr. Carver had to perform some difficult tasks. In those days, he related, it was not unusual to have crowds of customers so thick that a man's suit buttons would be torn off while walking through the store.

One very hot evening about eight o'clock, Mr. Carver said a customer reported that one of the salesgirls had fainted. It turned out to be a girl who weighed more than Mr. Carver did. The women's lounge was up a flight of about 24 steps and somehow Mr. Carver managed to carry her there.

During his 44-year career, he managed former Kresge 1207, Lincoln, Neb.; former Kresge 1246, Canton, O.; former 1268, South Bend, Ind.; former Kresge 1068, Des Moines, Ia., and former Kresge 1178, Louisville, Ky.

While a store manager, he was active in the Kiwanis Club, Chamber of Commerce, local charities and other community activities. He also served on the Board of Directors of the Des Moines Convention Bureau while at 1068.

In 1941, Mr. Carver was appointed superintendent of stores in the Eastern Dollar Store District (now Eastern Region) where he served until 1948. As a superintendent, one of his biggest thrills was creating a spirit of teamwork among store organizations.

(Continued on page five)

Sultry Eyes View Holiday Festivities

"False eyelashes are a must in every well-dressed woman's wardrobe," wrote a women's fashion magazine this fall. While not every woman would wear false eyelashes, most plan to wear more eye make-up than usual during the holiday season for a touch of special glamor.

Buyer Frederick W. Auert reported Kresge, K-mart and Jupiter stores have the latest assortment of eye make-up for the holidays. With the new straight hair-do's, attention is focused on the eyes more than ever, he explained.

One of the newest advances in eye make-up is Maybelline's Ultra Brow, a brush-on eyebrow make-up which does away with an artificial pencled look. The make-up comes in a powder-like form with a contour brush. The color is brushed onto brows giving a natural looking matte finish. Colors sold are dark brown (best seller), black, light brown and charcoal gray.

For women who prefer eyebrow pencils to the brush-on color, stores offer a wide assortment of pencils. Foremost is a "brow brush 'n' pencil" which is an eyeliner plus pencil and brow brush in one.

Beginners with eyebrow pencils can find professional eyebrow guides which come in six shapes with a free eyebrow pencil at most stores.

Kresge and K-mart stores also carry false eyelashes made of real human hair which are self adhesive. False eyelashes are considered high fashion this year, but they also sold very well prior to Halloween, Mr. Auert related.

Carrying out the theme of fashionably thick, long lashes, customers can also purchase Maybelline's Ultra Lash mascara which lengthens lashes with several applications, and professional eyelash curlers.

The two best eye shadow shades for the holidays are pastel blue and misty green, Mr. Auert said. The eye shadow sales surge began at Thanksgiving and will continue through New Year's Eve, he added.

For that final holiday touch to accent the eyes, Mr. Auert suggested that cosmetics salespeople recommend the newest thing in lipsticks—two-toned blended and flavored or iridescent silver.

Ralph P. Horner

The company mourns the death of Ralph P. Horner, former manager of the Eastern Region, on November 1. Mr. Horner had been on leave of absence due to ill-health.

Mr. Horner joined the company in 1928 and began managing stores in 1935. In 1947, he was appointed superintendent of stores and in 1955 was promoted to assistant regional manager in the New York Office. In 1961, Mr. Horner was appointed manager of the Eastern Region, serving in that capacity until his leave of absence.

Funeral services were held November 3 in White Plains, N. Y. Private burial services were conducted November 5 in Oil City, Pa.

Retirees Report News

News and pictures from Kresge retirees arrived in the KRESGE NEWS office in response to a letter from the editors asking what's new. Here are some of the letters received.

Retiree Mary Forst poses with her daughter, Sr. M. Veronique.

JAMES E. ARMITAGE, Jacksonville, Ill., former company personnel director, Detroit Office:

"I am very active with the Contact Club of the Jacksonville Chamber of Commerce. I work 12 to 15 hours a week as executive manager of the Board of Managers of the Jacksonville Cemetery.

"Still love to play golf. Hit a hole in one in 1962 and another hole in one in Milwaukee in 1963.

"Spent some time in Detroit in October and visited K-marts with C. Lloyd Yohe, discount vice president."

Theresa Eilers

GARNET P. PRIMEAU, Studio City, Calif., former manager of Kresge 18, Reading, Pa.:

"Flew from Los Angeles to Shannon, Ireland in 10 hours on the first leg of an overseas vacation. Toured northwest Ireland, Wales and southwest England. It's a very colorful, interesting area. Flew by helicopter to St. Agnes Scilly Island—28 miles from the mainland. Enjoyed every minute of the tour."

Hazel Cook

FLORENCE MAIR, Janesville, Wis., former employee at former Kresge 1118 (now Jupiter 4517), Janesville:

"Former employees Ruth Waldman, Amanda Wickert, Tillie Zentz, Lillias Buggs, Edna Wyman, Inez Christie and myself formed a club which meets every month on the fourth Thursday at one another's homes for a luncheon. We usually play cards. We all look forward to our meetings. In the summer we have a picnic and in December a Christmas party when we go out for dinner and exchange gifts. We also have a birthday fund. Some time in the future, we plan on taking a trip somewhere. It would be so nice if we can make it Detroit."

Robert Bales

THERESA EILERS, Trenton, N.J., former employee at Kresge 65, Trenton:

"Enjoying my retirement very much and doing the things I like to do such as crocheting and crossword puzzles and taking a long walk every day. I was never able to do these things when working. I also read a lot. My sister spent her vacation at Beach Haven Crest, N.J., and invited me to go along so I had a very enjoyable time at the beach for a week. I had another visit at the beach when I went with my other sister to Atlantic City for a week. I also spent several days with Viola Johnson, a Kresge retiree, who now lives in Browns Mills, N.J."

ANNIE NANNINI, Somerville, Mass., former employee at Kresge 165, Boston, Mass.:

"I retired after 35 years of service. I still keep in touch with my old friends. I am planning a trip to Italy in the spring. I have already made two trips there since my retirement."

Kresge retirees in Janesville, Wis.

HAZEL COOK, Elgin, Ill., former employee of Kresge 177, Elgin:

"My three years of retirement have brought me closer to my family and my home. I have one son, four grandchildren and seven great-grandchildren to enjoy and take care of. God has been good to me. My health is good, too.

"I go to Florida every January. This year I went to Denver, Colo., to the Eagles National Convention. My yard takes most of my time in the summer.

"I miss the people I worked with at Kresge's for 35 years. I am always invited to the store parties.

"I do enjoy my KRESGE NEWS and look forward to receiving it. I keep all the issues together to look back on at future dates.

"Thank you for giving me the chance to report my activities. A part of my heart will always be with Kresge's."

MARY FORST, Chicago, Ill., former employee at Kresge 480, Chicago:

"I've been doing some needlework—making afghans for my children and grandchildren.

"During the summer I did some traveling. My daughter, Sister M. Veronique, celebrated her silver anniversary in the religious life. We took her to my son's home in Connecticut and we went to the World's Fair. Of course, we had to stop at all the Kresge stores along the way and compare them to our 480. Sister Veronique enjoyed the visiting as much as we did."

AL E. HOHL, Pensacola, Fla., former member of the Detroit Office accounting department:

"Every issue of the KRESGE NEWS continues to be good reading, especially to this retiree of 15 years. My wife and I are now living in Florida where we built our own home.

"Both of us have retired from the business world and are enjoying sunny Florida."

ROBERT BALES, Omaha, Nebr.; former night watchman at Kresge 326, Omaha:

"Fishing is my summertime hobby, but now as summer is about over I will content myself with television and the KRESGE NEWS which I enjoy very much. I go into 326 quite a bit, but a lot of the old faces are disappearing. The KRESGE NEWS helps me keep track of my old associates.

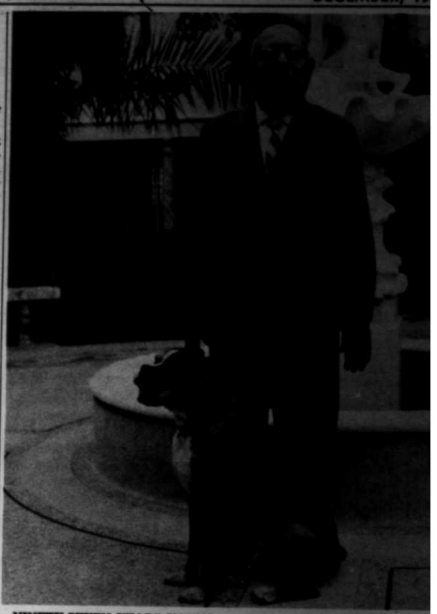
"I am afraid from now until spring I will have to content myself with short walks when the weather permits."

Judges Select Best Yule Gifts

Winners of the Detroit Office Ruth Alden Dress Drive contest and the Goodfellow Doll Drive contest received cash prizes in a judging held November 25.

Ten prizes of $12 to $3 were awarded for the best hand-made doll costumes in the Goodfellow contest, and six prizes of $12 to $3 were given for the best hand-made dresses in the Ruth Alden contest. All winners' handicraft was entered in the city-wide Detroit competition which was judged after Thanksgiving.

Judges for the Detroit Office contests were: Mrs. Charles A. Leadbetter, wife of the president of the 1964 Goodfellow Drive; Mrs. David C. Vokes and Mrs. W. McKay Skillman, wives of past presidents of Goodfellow Drives, and Mrs. Samuel P. Danto, a member of the Executive Committee of the National Society of Interior Designers.



NINETY-SEVEN YEARS YOUNG . . . Founder Sebastian S. Kresge, chairman of the Board of Directors, poses with his "best friend" Rusty on the grounds of the Kresge home in Miami Beach, Fla. The picture was taken by Ralph D. Kresge, a former vice president who retired in May 1961 and now resides in Miami Shores. The original picture was a color snapshot which W. E. Sturges, vice president in charge of personnel, had enlarged and made into a 16x20-inch portrait.

District Men Enrich Assistants' Training

Since the end of September, many assistant managers have been receiving additional training through informal meetings with their district managers, reported W. E. Sturges, vice president in charge of personnel.

District Manager Donald A. Rogers of the Midwestern Region explained: "We believe this type of meeting acquaints our men with the fact that we all have common problems that can be solved. It gives them self-confidence in expressing themselves and gives them the opportunity to share their experiences."

Generally the meetings are held in the evenings. The men go to dinner together and return to one of the stores for the session. Meetings are held on the average of once every six to eight weeks. Usually 20 to 25 assistants are invited.

Some of the sessions begin with a brief discussion by the district manager on current events in the company. Then, several of the assistants present 10 to 15-minute talks on pre-assigned subjects. Topics discussed include check-out efficiency, expense control, new merchandise, stock control, waste control and KW ticket re-ordering. This meeting format is used by Mr. Rogers and District Manager Donald G. Edel of the Southern Region.

After each assistant's presentation, the district manager moderates an open discussion, giving all assistants a chance to ask questions and contribute ideas.

Mr. Edel said: "The purpose of these meetings, as I see it, is twofold: to teach the men more about operating a store and to give them an opportunity to acquire public speaking experience. The assistants are very enthusiastic about these get-togethers and have asked tha we continue them."

Among the comments receive from assistant managers by Mr Rogers were the following:

• Geoffrey W. Hill, 578, Hazel wood, Mo.: "These meetings allow the men to gain new ideas and con cepts through exchange of exper ience."

• Ronald J. Bittner, 88, Belle ville, Ill.: "These meetings enable the assistants to discuss new pro motions, new merchandise, com pany policies, and common prob lems. A seminar of this type is good in any business, but especially in a business as competitive as Kresge's."

• George W. Halverson, 24, St. Louis, Mo.: "The assistant managers' meetings are of real value to all assistants, but especially to the new man. Discussions increase the knowledge of new men and refresh the minds of the more experienced assistants. These meetings also give assistants the chance to know each other better and share ideas."

A different meeting format has been used by District Manager Albert P. Hunt of the Southern Region. There are no formal presentations. Subjects are introduced for general informal discussion.

At a meeting held in Chicago for all the assistants in District Manager Edward J. Scully's territory, regional executives Robert J. Young, assistant Midwestern regional manager, and William C. Warburton, regional personnel manager, were special guests.

After a meeting held in the Southern Region by District Manager Emery H. Larson, Assistant Manager Kenneth Lundberg, 748, Dallas, Tex., reported: "I think the assistant managers' meeting with executives was a big success. I think these meetings should be held regularly."

Santas, Sparkles, Smiles and Sales

Old St. Nick arrives at the center, 696, Farmington, Mich., by helicopter amid a cheering throng of youngsters. Smiling Manager Ernest M. Reed lends a helping hand.

Stockman Wally Krider, 4039's Santa in Danville, Ill., listens to tot's dreams.

Stella Bellamy welcomes Santa to 65 in Trenton, N. J. The onlooker is Pearl Tye.

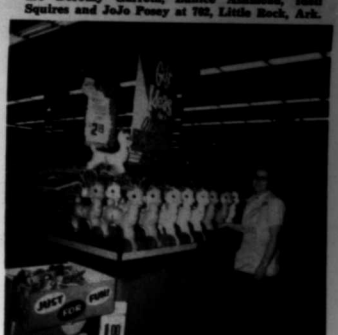
Mrs. Santa Claus, alias Marie Thomas, 764's personnel supervisor (Las Vegas, Nev.), gets a lift from Lee Booth, the junior assistant manager.

Doris McLeod, party goods department head at Kresge 231, Fargo, N. D., shows a holiday shopper Kresge's booklet "Make It Yourself Christmas Ideas." The booklet has received wide acclaim.

Decking the halls for the annual Christmas party are Dorothy Garreth, Eunice Ashwood, Ideil Squires and JoJo Posey at 782, Little Rock, Ark.

Christmas window display at 740, Orlando, Fla., ushers in the holiday season with angels, candles, and the message "Just say charge it at Kresge's."

Lynne Syring of the electric department at K-mart 4019, Champaign, Ill., lights up the store with Christmas decorations from her new assortment.



"Ride a reindeer" says Nellie Oles, toy department head at 70, Lansing, Mich., as she proudly shows off her winning display of plastic reindeer.

Claud Carver Retires as Top Merchant

(Continued from page three)

"I always tried to have smooth running organizations without dissension. If there were personal problems we always worked them out by quietly talking them over in private," he explained.

As merchandise manager of the former Dollar Store Division from 1949 to 1954, Mr. Carver declared that he enjoyed a comradery between the managers and himself that would be hard to beat anywhere.

He reached the peak of his merchandising career in 1955 when he was appointed buyer of lingerie, foundation and sleeping garments. One of the most satisfying tasks he undertook when assuming the position was a study of nearly 200 suppliers and their products.

As a result of his investigations he chose a select group of suppliers whom he could count on for quality merchandise and cooperation. "It has been one of my greatest satisfactions to work with these people," he commented.

Much of Mr. Carver's character is reflected in his attitudes and policies relating to suppliers. His philosophy has been: "Always be fair and impartial in dealings with suppliers and never show favoritism. When you establish confidence in each other, your attainments will always be greater."

Although Mr. Carver's philosophy has largely been to promote creativeness among suppliers, one of the best lines was developed by his office. Kresge's copyrighted the Nylcrest line of panties which continues to produce more than a million dollars in volume per year.

During his 10 years as buyer, lingerie, foundation and sleeping garment sales have doubled. When he took over the position, sleepwear was a very small item and Mr. Carver saw the possibilities. This year sleepwear sales will run into millions of dollars.

From a nine-year-old clerk limited to selling a few items in a general store to buyer of lingerie, foundation and sleeping garments for 791 stores of the Kresge Company in the United States and Puerto Rico—Mr. Carver proved he truly did have merchandising in his blood.

After December 31, Lantana, Fla., will be the home of Mr. Carver and his wife. He has purchased a home bordering on the Atlantis Country Club's golf course.

Governor Names W. R. Baker To Michigan Education Group

Wesley R. Baker, executive assistant to Stanley S. Kresge, was appointed a member of the Michigan Higher Education Assistance Authority by Gov. George Romney.

In making the appointment Gov. Romney declared: "I have every confidence that you will derive personal satisfaction in this important position and that the State of Michigan will benefit from your intelligence and vigor."

The Authority is an agency of the State of Michigan composed of representatives of Michigan's institutions of higher education and lay citizens. It is operated with a self-supporting loan fund made possible through private donations, state matching funds and deposits from Michigan colleges and universities and state appropriations for a scholarship fund.

Mr. Baker will serve through May, 1966 with 13 other members including Dr. Lynn M. Bartlett, state superintendent of public instruction; Dr. Gorton Riethmiller, president of Olivet College, Olivet, Mich.; the Rev. David E. Meier, vice president, University of Detroit, Detroit, Mich.; and Dr. Woodward C. Smith, vice president, Central Michigan University, Mount Pleasant, Mich.

Company Opens 2 Kresge an

K-mart 4079, Fort Wayne, Indiana

Manager Keith DeMeritt and his 4079 staff flash TYFSAK smiles.

STAR-STUDDED OPENING . . . Mrs. DeMeritt puts her husband's store in business on October 29. Her cheering section is, front row, l to r: Russell E. Fawcett, district manager; Mr. DeMeritt; C. E. DeMeritt, manager's father; Harry B. Cunningham, president; Mr. Ehrman, chairman of Board of Public Works; Ruth Green, regional personnel supervisor, and C. Lloyd Yohe, vice president of discount operations.

Jammed check-outs sho

K-mart 4055, Pleasant Hills, Pennsylvania

LITTLE GIRL WITH A BIG JOB . . . Colleen Gannon, granddaughter of Manager Alfred G. Gannon, snips the ribbon and puts huge K-mart 4055 in action in Pleasant Hills, Pa. Little Colleen's corps of admirers is, l to r: Grant W. Morck, Eastern regional manager; Albert W. Ley, operations and merchandise manager of K-mart stores; Mayor Larson; Police Chief Brain; Mr. Gannon, the manager's father; Mrs. Gannon, the manager's wife; Manager Gannon; Herbert S. Christner, general credit manager, and Everett E. Greenlee, district manager. The big day was October 22. 4055's opening was another smashing success for Kresge.

Pleasant Hills shoppers start early morning vigil in front of thei

K-mart 4490, San Juan, Puerto Rico

Bold signs announce the coming of Puerto Rico's first K-mart on October 22.

Puerto Ricans crowd the street waiting for the official opening of K-mart 449

Staffers pause as priest bestows traditional blessing on K-mart 4490.

The Puerto Rican press called opening day at 4490 "Disneyland for adults."

d 3 K-mart Stores in October

success for 4079.

irst K-mart.

Kresge 667, Roseville, Michigan

READY FOR SERVICE . . . 667's staff poses before Kresge's grand opening on October 22. Manager Melvin E. Kail is third from right, front row.

Wide open welcome . . . 667's doors open onto temperature controlled enclosed mall at the new Macomb Mall Center.

For the young . . . Kresge 667 offers something for shoppers of all ages.

For the old . . . A new store means familiar bargains for old friends.

Kresge 423, Livonia, Michigan

A NEW MICHIGAN FAMILY . . . Kresgeites at Livonia Mall wear smocks and smiles in preparation for the opening of Kresge 423 on October 29.

IN BUSINESS . . . Mrs. Marion B. Young, the manager's wife, cuts the ribbon and Kresge 423 is ready to serve the public. Attending the ceremony are, l to r: Warren A. Sessink, displayman from Kresge 433; William B. Miller, junior assistant; Mildred Dixon, supervisor from Kresge 16; Thomas E. Martin, assistant; Betty Pages, office supervisor from Kresge 495; Lynn Chalmers, trainee; Howard R. Vescelius, Central regional manager; Bruce Williams, trainee from Kresge 659; William L. Schwartz, buyer; Herbert N. Linnum, district manager; John G. Mestan, senior assistant, and Arthur B. Fairbanks, director, public-employee relations. Mr. Young was attending the mall's grand opening.

Central Stores Host Family Shopping Nights

Manager Leslie O. Best, of 4068, Lafayette, Ind., visits Santa to ask for a prosperous new year.

Battery-operated toys make big business at Kresge 70, in Lansing, Mich., reports Nellie Oles.

Kresgeites at 571, Fraser, Mich., prepare to celebrate the store's second anniversary with a cake.

Top prizes in Kresge 631's basket and layaway contests are won by Dorothy Lengers in Dayton, O.

Employees line up to get their annual flu shots at 117, in Terre Haute, Ind., before store opens.

* * *

Dearborn, Mich., Kresge 16—Plans are being made for the annual Christmas party. Refreshments will be served in the lounge throughout the day with Christmas caroling and gift exchanging..... Family Shopping Night was held on November 24. Employees and their families received a 20 percent discount on merchandise.

Lansing, Mich., Kresge 70—Employees made big plans for the annual Christmas party and gift exchange.... Family Shopping Night was held November 11.

Ann Arbor, Mich., Kresge 74—The date of the annual Family Shopping Day was November 29..... Warm fall weather in Ann Arbor was partly responsible for the success of a noon to six p.m. sale on October 18. It was advertised by using bag stuffers. Employees also reminded customers of the event after each purchase.

Terre Haute, Ind., Kresge 117—Staffers hoped for a new high in sales for the annual Family Shopping Night, held November 24.... Employees honored Manager Fred T. Armstrong on his 40th anniversary with the company at the annual Service Recognition Dinner at the Elks City Club. Because Manager Armstrong was born in Tipperary, Ireland, an Irish theme was carried out in party decorations.

Logansport, Ind., Kresge 167—Kresge families were invited to do their Christmas shopping at 167 on November 24 during Family Shopping Night..... Two staffers were honored at the annual Service Recognition Dinner.

Niles, O., Kresge 205—Competition was hot and heavy between the American Eagles and the Russian Bears, employees teams, during the Olympic Layaway Contest. The contest ended with the American Eagles overcoming an early lead by the Russian Bears. During the first week of the contest, sales were increased 43.6 percent and the second week sales shot to a 72.11 percent increase.

Flint, Mich., Kresge 214—Reporter Jane Schultz wrote: "One evening in October in 214, a shrill shriek filled the night air, the registers stopped, the customers froze. All attention was focused on the frightened lady who entered our store. A man had tried to take her purse as she was window shopping. Supervisor Frances Besaw sprang to the door and secured the license number of the car in which the man and his companion were fleeing. Junior Assistant Manager Frederick Wilson had police on the phone immediately. Before the evening was over the men were apprehended and confessed also to snatching the purse of Clara Boyd, lingerie, the previous week."

Elkhart, Ind., Kresge 237—Plans are being made for the store's annual Christmas party, held after working hours. Each employee's place at the table will have lace table mats with special Christmas decorations adorning the table. By popular vote, the meal will be by candlelight. The office staff—Charlotte Kuehm, Louzenia Hodgen, Joyce Dyer, Claudine Beach—the food department head and Manager Leon R. Townsend will serve the meal. Group singing and a gift exchange will also be enjoyed..... Alice Slawson, cashier, and Mattie Lake, food department, worked on the election board..... Family Shopping Night was November 17.

248 Hosts Visit Of 400 Orphans

Xenia, O., Kresge 248—December 3 is "home" night for nearly 400 orphans—home for that evening will be 248. All the children of the local Ohio Soldiers and Sailors Orphans Home will be able to do their personal shopping at Kresge's. The children will be transported to the store by bus. "For three hours, pandemonium will reign, but we will all feel better after knowing these orphaned children will have a nice Christmas," wrote Reporter Eleanor Wright.

Flint, Mich., Kresge 272—Instead of the usual birthday breakfast, Kresge 272 saves up birthdays for three months and holds a potluck dinner honoring employees with birthdays in those months. The store has been doing this for the past five years.

Cleveland, O., Kresge 298—Santa Claus, organ music and refreshments provided a spirited atmosphere for 298's annual Family Shopping Night on November 24. Santa greeted little shoppers as organ music was played throughout the evening. There were treats for children and free refreshments for everyone..... The store bowling team started off with lots of energy, but low scores. However, several team members are showing promise. Frank Mackovicka, food department head, gained fame as a band leader when the local paper published an item about "Frank Mackovicka's Bohemian Polkas"..... Staffers honored Helen Uhlir with a party on her retirement after 20 years of service.

Toledo, O., Kresge 360—Seven Kresgeites were honored at the annual Service Recognition Breakfast.

Marion, O., Kresge 362—Mary Hogan, Betty Wyatt and Katherine Harris head the entertainment committee for the annual Christmas dinner and gift exchange to be held on December 5 at the local YMCA. Hazel Key and Betty Jerew are in charge of decorations..... Family Shopping Night was November 24.

Warren, Mich., Kresge 364—Santa will be present at the annual Christmas party..... November 29 was the date of the store's Family Shopping Night.... Everyone wore costumes for Halloween night. After store closing, Marianne Johnson held a party for the staff.

Zanesville, O., Kresge 377—Kresge 377's Ladies Days was promoted by running a full-page ad in the local newspaper advertising special bargains. Each item was advertised with the department head's name such as: "Margaret Banes' big bargain at the candy counter is 10-oz. boxed chocolate covered cherries." The promotion lasted three days.

Ken Suiter Wins 32nd Top Notcher

Saginaw, Mich., Kresge 428—Ken Suiter, stockman, is the toast of 428, having won his 32nd Top Notcher Award. Over the past years, he has won a total of over $2,000 for his suggestions.

Detroit, Mich., Kresge 435—Plans are in the making for an employee Christmas party.... The entire staff is excited about the store's conversion to a Jupiter at the end of the year, wrote Reporter Jo Perry..... Employees enjoyed the annual Family Shopping Night ..... Two Kresgeites were honored at a party during Service Recognition Week.

Holland, Mich., Kresge 536—The sales staff donned robes, nightgowns, pajamas and nightcaps for the Moonlight Madness Sales on November 13..... Kresge 536 will be presented the E Award in January for outstanding citizenship during the United Fund Campaign. Employees gave 70 percent of the average daily payroll.

571 to Hold Grab Bag Party

Fraser, Mich., Kresge 571—Kresgeites at 571 are looking forward to the Christmas Grab Bag Party this month..... Alice Marentette, hosiery, and her Tamette Drill Team participated in the annual Columbus Day Parade in Detroit, Mich., winning a trophy for third place. Alice said one of the highlights of the day was meeting and talking to Jimmy Durante..... 571 celebrated its second birthday in October with a staff party before store hours. The store was decorated with streamers and balloons with a large birthday cake at the store entrance for the anniversary sale.

Kokomo, Ind., Kresge 589—Five employees were honored at a breakfast party during Service Recognition Week for their years of Kresge service.

Youngstown, O., Kresge 595—Helen Feyock was promoted to assistant food department head.

Columbus, O., Kresge 604—The store staff held a Halloween party on October 31..... Four employees received service pins at the annual Service Recognition Breakfast.

Muskegon, Mich., Kresge 626—The lineup for the store bowling team is: Valeria Karp, Mary Jo Wursma, Elaine Patulski, Judy Hasenbank and Arlene Souser. At last report they had won two games and lost two..... Employees enjoyed a Halloween party complete with costumes and games. The red team, losers of the layaway contest, were in charge of party arrangements.

Dayton, O., Kresge 631—The entire staff enjoyed a dinner for the 21 percent increase in sales the store had during the August Sales Contest.

Toledo, O., Kresge 646—Family Shopping Night was held at 646 on November 14..... The staff honored Betty Faust and Marguerite Berg at a dinner party on their 25th anniversaries with the company. Mr. and Mrs. Oakley Lutes, assistant in D. O. personnel department, represented the Detroit Office.

St. Clair Shores, Mich., Kresge 670—The highlight of Family Shopping Night on November 22 was the judging of Christmas counter displays. Staffers participated in a contest for the best Christmas displays within the store. The winner received a turkey. Mrs. Donald W. Delorey, wife of Manager Delorey, and Mrs. Walter T. Padly, wife of Assistant Manager Padly, were judges for the event.

Rochester, Mich., Kresge 677—Coffee and doughnuts will be served to staffers on the day before Christmas at 677. Gifts will be exchanged in the morning..... Reporter Nina Stuart said Family Shopping Night, November 29, was a big success.

Farmington, Mich., Kresge 696—Staffers are planning the annual store Christmas party..... Christmas merchandise fills the counters giving the store a spirited atmosphere.

Detroit, Mich., K-mart 4020—Millie Shelest and her husband, Peter, proved they are a talented couple when Millie presented Manager Ernest A. Smith with a poem accompanied by a series of cartoon drawings for his birthday. Millie wrote the poem about the birthday cake the staff gave to Manager Smith, and her husband was the artist who drew the cartoons. The cartoons showed various staff members mixing the cake with a final picture of the whole group together looking proud of their culinary skills.

Fort Wayne, Ind., K-mart 4079—Velma Witte is the KRESGE NEWS store reporter for newly-opened 4079..... "A 'clip joint,' a much preferred title for a barber shop, was temporarily set up in the men's lounge on the day before store opening (October 29) for the benefit of the men who worked so diligently to get the store ready for opening. They hadn't had a chance to get out to have their hair trimmed, so the store brought the barber to them," Reporter Velma wrote.

Marion, Ind., Jupiter 4519—The staff planned many special bargains for customers for the Moonlight Madness Sale on November 11.... A window painting contest caused excitement in Marion for Halloween. Teen-agers entered by painting Halloween scenes on local business windows..... 4519's store reporter changed her name through marriage to Virginia McCrary.

Richmond, Ind., Jupiter 4554—A smorgasbord dinner party was a combined celebration of the 25th anniversary of Christine Smith and Service Recognition Week. Master of ceremonies was retired Manager Milton Mosteller.

Gertrude Myers (front row, l to r), Rachel Burkhead, Anna Holley, Mary Robinson, Myrtle Perry, Freda Wilson (back row), Lillian Palmer, Wava Wilson and Alice Hutzel map plans for 377's Ladies Days in Zanesville, O. All downtown merchants participated in event.

Christmas Hustle-Bustle Spells Sales for East

Models for K-mart 4061's fashion show, held in the store's front window in Syracuse, N. Y., pose for official photo after the finale.

* * *

Providence, R. I., Kresge 45 — Santa was one of the main attractions at 45's Family Shopping Night, November 23. He passed out candy to children. Free coffee and doughnuts were served at the fountain ..... The entire staff enjoyed a dinner party, complete with after-dinner dancing, at the El Morocco Club in Johnston, R. I., on November 18.

Pittsburgh, Pa., Kresge 53 — A surprise party was held at the home of Manager Arthur J. Loesser celebrating the 35th anniversary of Catherine Schessler. Among the many gifts was a money tree filled with Kennedy half dollars and charms engraved with dates of outstanding events during Catherine's years with the company.

Francis P. DeGeorge Sr., assistant manager, 4061, Syracuse, N.Y., narrates 4061's first style show.

* * *

65's Staff Anticipates Annual Christmas Party

Trenton, N. J., Kresge 65—Food Department Head Ed Dry plans a delicious meal for employees during the annual store Christmas party. Santa will also be there .... Family Shopping Night was held on November 24 ..... George Martin, display, created a holiday atmosphere within the store with his Christmas decorations .... Dorothy Berry served as store representative to the Delaware Valley United Fund ..... Reporter Esther Hillmann wrote that she has proof 65's store windows are kept spotlessly clean. A customer mistakenly walked through the large plate glass window near the door.

Erie, Pa., Kresge 76—Eye-catching Christmas decorations and beautifully decorated counters attract lots of Kresge shoppers at 76, Reporter Gertie O'Day said .... One of the newest attractions at 76 is the newly modernized greeting card department.

Lowell, Mass., Kresge 110—Christmas has arrived at 110. Madeline Venne, floor supervisor, set up huge displays of Christmas wrapping paper, seals and ribbons in November while Ruth Frost, greeting cards, made plans for enlarging the section of Christmas greeting cards.

Pittsburgh, Pa., Kresge 182 — Kresgeites enjoyed coffee and cake at the annual Service Recognition Breakfast.

Kresge 189 Hosts Family Shopping Night

Middletown, Pa., Kresge 189 — November 14 was the date of 189's Family Shopping Night. Staffers enjoyed a 20 percent discount on merchandise ..... The Service Recognition Breakfast was held October 6.

Philadelphia, Pa., Kresge 191 — Tina Ornati, floor supervisor, and Earl Lane, assistant to the manager, were honored for 25 years of Kresge service with a party at the Latin Casino in Merchantville, N. J.

Quincy, Mass., Kresge 255—The store has a new look and a new service system. 255 reopened as a check-out store with a new gift wrapping and greeting card department and a new record department ..... The 55 staff members gave 100 percent to the local United Fund.

Customer Compliments Kresgeites at 262

Waterbury, Conn., Kresge 262—Rose Perazelli, former check-out cashier, received the following letter from a satisfied customer: "If you are leaving with the feeling you will be missed, you are so right. I have never learned your name, but I consider you a friend. Your warm smile and hearty greeting have, I am sure, earned you many a friend. Kresge's plaza store has the most pleasant group of salespeople. It is always a pleasure to walk in. I can see why you will miss your co-workers, just as they will miss you. Good luck in all you do. Thanks, it has been a pleasure to know you" .... Staffers enjoyed a Service Recognition Breakfast.

Elmira, N. Y., Kresge 275 — Reporter Irene Clemons wrote do-it-yourself projects are the rage in Elmira. There are about 2,000 Home Bureau members in Chemung County who keep up with various projects, thus making 275's do-it-yourself sales rise.

Syracuse, N. Y., 278 — Kresge 278 gleams during the holidays. Santa Claus arrived on November 27 in a shiny new Rambler instead of the traditional sleigh and reindeer and was welcomed by the West Genesee Junior High School Band. A large Christmas tree sets enthroned on top of the plaza building and can be seen for miles around.

Santa's Headquarters Is Kresge 282

Pittston, Pa., Kresge 282—Santa set up headquarters in 282's mezzanine .... Family Shopping Night was held on November 17 .... Employees were honored at a Service Recognition Breakfast ..... Elsie Ellis, personnel supervisor, was feted at a dinner at the Greenwood restaurant on her 30th anniversary with the company.

Worcester, Mass., Kresge 399 — Employees gave the highest amount of money ever given by 399 to the local community fund ..... Joyce Elian, part-time, was awarded a scholarship to Northeastern Massachusetts University ..... Katherine Kavanaugh will be honored on her 35th anniversary with the company at a special get-together.

Woodbury, N. J., Kresge 587 — The arrival of Santa Claus at 587 was an event of great excitement. He landed on the roof of the store and decended by ladder to a fire truck where he greeted the children and was officially welcomed to town. Santa's headquarters is at 587 ..... Plans were made for the annual Family Shopping Night .... Employees look forward to the annual Christmas party with a gift exchange.

Rochester, N. Y., Kresge 634 — Two employees were honored at the annual Service Recognition Breakfast.

K-mart 4061 Stages Hit Fashion Show

Syracuse, N. Y., K-mart 4061 — Assistant Manager Francis P. DeGeorge Sr. reported that 4061's first fashion show, held in the front show window, was a complete success. Mrs. Golden, ready-to-wear manager, said: "The morning after the show, as soon as the store opened, one woman purchased two dresses and a coat that she had seen in the show. Our sales for the day were gratifying and we know now we can have more of these shows. The nice part of it is that we can use our own people." Manager Richard A. Gritz declared: "You can be sure 4061 will be holding more fashion shows of this type in the future." Shoppers were able to view the show while inside and outside the store. A P. A. system was used. The ready-to-wear department was the main attraction with the menswear, footwear and jewelry departments participating. Models included Elaine MacRobbie, drugs; Joanne Wright, jewelry; Linda Saenz, service desk; Pat Moran, assistant manager, shoes; Robert Smith, assistant manager, boys and menswear.

Skamokin, Pa., Jupiter 4514 — Two employees were honored at the Service Recognition Breakfast.

ERO Reports Kresge-Inspired Poet

ERO — The niece of Mary Jane Murray remembered the hustle and bustle of Kresge stores during the holidays last year and was inspired to write a poem in anticipation of another jolly year. The poem expressed her thoughts about activities in the store the day before Christmas.

Estelle Gilbride opens her gift at the annual employee Christmas party at Kresge 110, Lowell, Mass.

Helena Boucher, store reporter at 110, Lowell, Mass., and Santa enjoy employee Christmas party.

Santa dolls and pixies peek from counters at customers during holiday season at 275, Elmira, N. Y.

Staffers Carrie Sutter (l to r), Rose Mary Guarnieri, Lena Bucci, enjoy 65's party in Trenton, N.J.

Westerners Report Holiday News

Canoga Park, Calif., Kresge 711 — The annual Christmas Brunch and grab bag gift exchange will be held on December 19 ..... Family Shopping Night is planned for this month with a large turnout expected .... 711 extended layaway service through Christmas to increase holiday sales.

Hawthorne, Calif., Kresge 718—Inez Wheeler, infantswear and KRESGE NEWS store reporter, is a poet, having composed a special poem about 718 called, "The Night Before Christmas, with Apologies to Clement C. Moore."

El Paso, Tex., Kresge 752 — The Halloween Party Sale, October 31, proved to be a profitable success, wrote Reporter Hazel Bailey. The entire staff wore costumes.

Albuquerque, N. M., Kresge 754 — Santa Claus and his reindeer arrived in November at Winrock Center in anticipation of the holiday season ..... Kresge 754 boasts two teams participating in the Winrock League with Lelia Dix and William Chadwell the captains .... The sales staff wore frontier clothes during Old Fashioned State Fair Days.

Las Vegas, Nev., Kresge 764 — During 764's big plant sale, Tania Cameron, check-out cashier, bought 50 plants for her home. Reporter Josephine Rowden said the sale was a huge success.

Luther Oakley (l to r) Lee Booth, Norman Semsarnie unload plants for sale at 764, Las Vegas, Nev.

Millie Schuman (left) and Elsie Marsean don costumes for Halloween Sale, 752, in El Paso, Tex.

Turban wigs prove popular with the staff as well as with the customers at K-mart 4056, in Montclair, Calif., during a wig promotion.

Midwestern Sales, Parties Highlight Yule

4041's Birthday Features Giant Cake

Sioux Falls, S. D., K-mart 4041—A giant birthday cake—weighing 275 pounds—was the big attraction at 4041 during its first anniversary celebration, a four-day event.

The cake, baked by John Bealieu, was seven feet long, four feet wide, one foot high and took three days to make. It lasted until four o'clock on the opening day of the celebration.

An ad in the local newspaper invited customers to enjoy free cake and coffee on the first day of the sale and to register for prize drawings held each hour on the last day of the celebration.

Employees with 4041, Sioux Falls, S. D., since the store's opening one year ago gather for an official portrait before the start of a four-day first anniversary celebration.

Chicago, Ill., Kresge 8—Throughout the store, Reporter Doris Bilbrey wrote, Christmas merchandise is the center of attraction. Assistant Manager Robert Swank said a 99 cent camera has been selling well as a gift item. Christmas decorations include ornaments in the basement put up by Loren D. Thompson, Kathy Kramp and Doris Wall, and on the main floor oversized Christmas picture cards were displayed by Assistant Manager Swank.

Webster Groves, Mo., Kresge 11—A 57 percent increase in sales was the result of 11's Moonlight Madness Sale on October 30. The store was open from seven p.m. to eleven p.m. The entire staff wore nightwear ..... Family Shopping Night was November 17.

Kresge 81 Plans Christmas Party

Aurora, Ill., Kresge 81—The Toll Gate Inn will be the meeting place for 81's Kresgeites at the annual store Christmas party on December 13. The committee in charge of the event includes Eloise Webster, Karin Miller, Bonnie Decrane and Mary Kramer.

Kansas City, Mo., Kresge 82—Fifteen retirees were honored guests at 82's annual Service Recognition Dinner. Employees and guests totaled 120.

Joliet, Ill., Kresge 130 — Marion Belica and Dorothy Clapper are making plans for the employee Christmas party to be held at Le-Bar's Restaurant. After dinner, a gift exchange, dancing and games will be featured ..... Family Shopping Night was held November 29. Coffee and doughnut holes were served ..... Manager Sheldon G. Lyman presented Ada Mills, food department head, with the monthly Katy-Did Award.

Bloomington, Minn., Kresge 135—The fourth anniversary sale was a big success, the store reported ..... Family Shopping Night was held in November.

Clinton, Ia., Kresge 147 — Four staffers were honored at the annual Service Recognition Breakfast in October.

Portsmouth, O., Kresge 150 — Grace Sheets, decorative flowers, hosted a Halloween party in her yard. Games and an auction provided entertainment.

Waterloo, Ia., Kresge 152 — "A pound of ham for the customer"—these are familiar words at 152 since about three times a week the same customer calls to order ham for her husband's lunch. She has been doing this for about three years now. Surprisingly, the husband works in the ham department of a well-known meat packing company, but says 152's baked ham is the best ..... Jeree Faulkner will host a Christmas party at her new home .... Manager George E. Fairclough and his wife will host the annual Christmas breakfast party and gift exchange.

Council Bluffs, Ia., Kresge 154 — December 24 is the date of the annual employee Christmas party .... Reporter Hazel Grieder judged the Family Shopping Night, held November 24, a success.

Sioux City, Ia., Kresge 163 — Gwendolyn Burg, floor supervisor, may have saved the company $25 in a bad check. A customer purchased four sweaters totaling $25 one morning. That evening, about eight o'clock, she returned with the sweaters wanting a refund. What the customer did not realize was that the same person had taken care of her check in the morning and remembered it. Gwendolyn wrote out the usual refund form and returned the check to the customer. The customer appeared extremely angry. Reporter Irene Nautical said the check could have been good, but the circumstances and the attitude the customer had when the check was returned indicated that all was not well ..... Marjorie Thomas was appointed store historian and will keep a scrapbook of pictures, etc., about 163 ..... Kresge 163 boasts employees from three states—Iowa, Nebraska and South Dakota.

Ironwood, Mich., Kresge 198 — Manager Percy A. Kennedy was appointed chairman of the Salvation Army Drive in Gogebic and Iron counties.

Fargo, N. D., Kresge 231—Family Shopping Night at 231 was on November 24.

Danville, Ill., Kresge 261—October 14 was the date of the annual Service Recognition Breakfast. Three employees received service pins.

Arlington Heights, Ill., Kresge 303 — Staff members enjoyed a breakfast at 303 during Service Recognition Week. Two employees received service pins.

Centralia, Ill., Kresge 387—Three Kresgeites of 387 received service pins at a breakfast party during Service Recognition Week.

South Omaha, Neb., Kresge 401—Kresge 401 remained open until midnight during South Omaha's Moonlight Madness promotion. Reporter Ruth Rady said the event was a huge success.

Moonlight Madness Raises Sales at 420

Manitowoc, Wis., Kresge 420 — The latest in nightwear fashions were seen when 420 held its Moonlight Madness Sale on October 28. Along with lots of fun, sales were increased, the store reported ..... Family Shopping Night is scheduled for December 2 ..... Gifts and a chicken dinner will be the highlights of the employee Christmas party on December 12.

Alton, Ill., Kresge 427—Hay flew in all directions during 427's employee hayride on October 17. Following the ride, a wiener roast around a bonfire was held.

Neenah, Wis., Kresge 442—Santa has been making weekly visits to 442 since November 27 ..... Family Shopping Day was on November 15 .... Marion Nickles won $5 in merchandise for having the most sales during a one-day food department promotion.

Milwaukee, Wis., Kresge 446 — Dinner and a gift exchange will be featured at the annual Christmas party ..... Family Shopping Night was held before Thanksgiving.

Chicago, Ill., Kresge 480 — Captains Henry Wessling, Helen Harper, Katherine Fraser, Martha Williams and Peggy Barris reported fine cooperation during the Crusade of Mercy to help those less fortunate than most.

493's Spooktacular Is Howling Success

Wausau, Wis., Kresge 493—The store's Spooktacular was a howling success, wrote Reporter Margaret Drews and Adeline Spychalla. The event was held on October 28 from seven in the evening to nine ..... Manager Dale E. Akers hosted an employee picnic with a Halloween theme on October 14.

Mattoon, Ill., Kresge 497 — The store bowling team, at last report, was in first place and looking forward to going to the state tournament in Springfield, Ill., in March. Team members are Allene Durdell, Betty Scholer, Laura Buser, Phillips Patrack, Helen Henry and Delores Arthur ..... The latest lunch hour hobby at 497 is crocheting sweaters. Staffers so far have made about 25 sweaters.

Minneapolis, Minn., Kresge 520—Manager Hayden L. Annesley gave 100 red roses to women employees during Downtown Working Women's Week. Esther Ostenberg won first prize in the music category of the Mad Hat Contest, held during the event. She received a designer hat as a prize.

Des Moines, Ia., Kresge 542 — Nina Buskirk, food department head, was selected Working Woman of the Day by a local radio station and received an orchid for her prize.

Children visit Santa Claus in a castle at 710, in Denver, Colo.

* * *

Moline, Ill., Kresge 554—Family Shopping Nights at 554 are planned for the first weeks in December ..... The Christmas breakfast for employees will be on December 24 with employees from Jupiter 4546, Moline, Ill., the store's guests.

Iowa City, Ia., Kresge 559 — The annual Christmas party and Family Shopping Night were held in mid-November.

Kathe Kuhr Scores As High School Beauty

Kathe Kuhr

Skokie, Ill., Kresge 656—The new high school adjoining Old Orchard Center selected Kathe Kuhr, food department, as a finalist in their first homecoming. The Theme was entitled, "Christe ing." KRESGE NEWS readers la met Kathe in the March, 1963 issu Kathe came from Holland with he family and for a time worked as governess ..... The niece of Till Mudloff and Martha Viken—Car Prosser—was a member of the 6 piece summer band from Hoove Schrum School District that wo first place at the National Ope Junior High School Band Champion ship in Wisconsin. During th awards program, Carol was aske to be a member of the group tha accepted the band's trophy. Carol' mother works at Kresge 94, Bridge view, Ill.

Grandview, Mo., Kresge 689 — Food department employees wor costumes for three days prior t Halloween. On the third day th sales staff donned costumes also.

Wichita, Kan., Kresge 697—Grac Kratochvil, ready-to-wear depart ment head, Stella Holcomb, Norm Love, Mary Worbington and Max ine Welch boosted sales of shift and shirtwaist dresses by modeling the fashions ..... Maxine Phelp check-out cashier, demonstrates th store's small organs in her spar time.

Denver, Colo., Kresge 710—West land Shopping Center is celebrat ing Christmas with Santa Claus i his castle and a miniature trai and station for children ..... Th annual Christmas breakfast will be on December 24 with a visit from Santa Claus and a gift exchange ..... Family Shopping Day wa November 22.

Peoria, Ill., K-mart 4005—Family Shopping Night at 4005 featured free coffee and doughnuts. Credit customers were issued special invitations to the event.

Free Prizes Spark 4019's Illini Daze

Champaign, Ill., K-mart 4019 — Illini Daze was the big event at 4019 during registration week at the University of Illinois. Free bus service was offered and free prizes were given away ..... A coin clinic on September 26 was a big success, wrote Reporter Mary Callahan .... Nearly 6,000 persons were on hand for Ping-Pong Mania. Two thousand balls were dropped throughout the day for prizes such as women's coats, electric razors, cameras, bikes and a dinette set ..... A Salute to Chanute in recognition of nearby Chanute Air Force Base was held October 9 with a special display of 1965 model cars.

St. Joseph, Mo., K-mart 4026 — Prize winners at the Halloween party given by Bud Henry, snack bar manager, were Mrs. Archedin, ready-to-wear; Faye Widmier, menswear; Gerald Melkowski's wife, and Naomi Zickle, hosiery .... Football star Jerry Mays, of the Kansas City Chiefs, visited 4026 during a Polaroid promotion .... Staffers produced a 500 percent gain in giving over their 1963 contribution to the United Fund.

Danville, Ill., K-mart 4030—The fall and winter style show put on by the ready-to-wear department was a big success, the store reported.

Eau Claire, Wis., K-mart 4051 — In keeping with modern times, Assistant Manager Al Kubsch arranged to have Santa arrive by helicopter in the store's parking lot on November 27. Santa then took up his post in toyland.

Esther Ostenberg, 520, in Minneapolis, Minn., displays hat that placed first in Mad Hat Contest.

Food Head James Burch, 8, Chicago, Ill., surveys display of sparkling non-alcoholic Champagne-o.

The spirit of Halloween makes its way into the food department at Kresge 689 in Grandview, Mo.

Visitors at Pensacola Interstate Fair view the Photography Exhibit, sponsored by 4085, Pensacola, Fla. Over 1,500 entries were received.

4085's Photo Exhibit Scores Hit

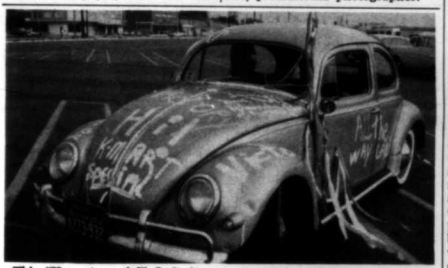
Pensacola, Fla., K-mart 4085—One of the most popular displays at the 1964 Pensacola Interstate Fair was the K-mart-sponsored Photography Exhibit, reported the store.

The exhibit, held in the Civic Building at the fairgrounds, attracted over 1,500 entries from amateur, professional and military photographers from western Florida and southern Alabama.

K-mart participation not only brought additional business to the camera department and the entire store, but resulted in a great deal of free newspaper, radio and television publicity and created good will in the entire community, related Manager Chester A. Miller.

Tressie Gossage, camera department manager, was general chairman of the photography committee of the Fine Arts Division of the fair and largely responsible for the photo exhibit's tremendous success, Mr. Miller added.

Judges for the exhibit were: Charles Overman, mayor of Pensacola; C. H. McCollom, Ansco camera representative; Reinhart Holm, well-known artist; Ruth Emerson, photography instructor at Pensacola Junior College, and Frank Bryson, professional photographer.



This "K-mart special" finds its way to 4062's parking lot in Danville, Va. The car was decorated by a part-timer for a local high school homecoming parade and was later noticed by fellow staffers.

Pirate hats provide atmosphere at 779, Spartanburg, S. C., during the store's third anniversary treasure hunt promotion in October.

Manager Clyde K. French, 786, in Midland, Tex., proudly poses with Joyce Gilbraith (l to r), Kathryn Aglin, Mary McSpadden and Doris Haney. The four Kresgeites won cash prizes in a city-wide contest.

Santa Arrives by Boat And Helicopter in South

Wheaton, Md., Kresge 14—Beth Comarow won first place for her parakeets, purchased at 14, in the Wheaton Plaza Pet Show.....The first experimental self-service post office was installed in Wheaton Plaza. If successful, other self-service units will be put in major shopping centers across the country.

Lexington, Ky., Kresge 79—Reporter Estaline Harris wrote that the staff is very enthused about the store's new venture into the credit field.....Two employees received service pins at the Service Recognition Party. Elizabeth Carlin, floor supervisor, donated a centerpiece, while Don Strange, trainee, entertained with magic tricks. Sue McDaniel, personnel supervisor, planned the party.

Paducah, Ky., Kresge 112—Employees at 112 were filled with Christmas spirit as store counters were piled with Christmas merchandise, Reporter Lurline Wilks wrote. Plans were made by local merchants to install Christmas lights on the street Thanksgiving eve.

Washington, D. C., Kresge 153—Reporter Mary Jane O'Dell, Geneva Thomas and Helen Jenkins helped open new K-marts in the area.....Layaway contests and lucky number contests were on the fall promotion schedule.

196's D. E. Staffers Entertain Employers

Alexandria, Va., Kresge 196—Kathy Comer, food department and president of the local Distributive Education Club, is in charge of the annual Employee-Employer Christmas Banquet. Other D. E. employees are Beverly Dodson and Gerri Grotto, both check-out. The three students will escort Manager Kenneth W. Thornton, Assistant Manager Lance C. Mullins, Supervisor Catherine Jellison and Food Department Head Annie Smith to the banquet....Family Shopping Night was November 24. Coffee and doughnuts were served to weary customers.....Employees competed for an extra day's pay in the November layaway contest. Each member of the winning team received a day's pay, while the losing team bought the winners coffee.....Reporter Diane Crusoe and Hazel King, candy department and delicatessen head, came up with an idea to boost fruitcake mix sales. The pair fashioned a fruitcake mix snowman—Mr. Fancy Mix—of styrofoam balls and fruitcake mix. The eyes were of red and green cherries, the nose a date, the hat a citron, etc. It also made an attractive decoration for the delicatessen.

Baltimore, Md., Kresge 373—Family Shopping Night was November 11 with Santa Claus on hand to greet and treat the children.....Reporter Ruth McCann held a store get-together at her home.

Alexandria, Va., Kresge 547—Sharon Horton, part-time, was chosen homecoming queen of Robert E. Lee High School.

Winchester, Va., Kresge 561—Santa Claus arrived at the plaza by helicopter the day after Thanksgiving. Telephones have been connected in various stores in the plaza so children can speak direct to Santa at the North Pole. A large Christmas tree with dancing lights provides gaiety in the center of the parking lot.

Louisville, Ky., Kresge 624—Family Shopping Night was held on November 17. Coffee and doughnuts were served....Staffers gave a surprise party for Manager Harold E. Johnson in honor of his 35th service anniversary.

695's Mynah Bird Says TYFSAK

Hagerstown, Md., Kresge 695—Donna Resh, pet department head, won $20 in the contest to teach 695's mynah bird, Joe, to say "Thank you for shopping at Kresge's." Previously Joe could say Merry Christmas, so to increase his vocabulary the prize money was offered to the employee who could teach him to say TYFSAK. Donna was able to succeed her first week in the department.....November 27 was the day Santa arrived in a helicopter. In preparation for his arrival, merchants decorated their stores with holly wreaths, tinkling bells and Christmas trees.

Metairie, La., Kresge 707—During the gay nineties center-wide promotion, Marion Coke, Thelma Graff and Irene Lapuyade were winners in the best dressed contest....The store Halloween party was October 31.

Atlanta, Ga., Kresge 713—Kresge 713 held its annual Family Shopping Night the second week in November.

San Antonia, Tex., Kresge 716—Staffers set December 5 as the date of the annual employee Christmas party. It will be at the Roaring Twenties Club with refreshments and dancing.

Bradenton, Fla., Kresge 728—Winnie Henry added to her collection of plates from the various states when she received plates from Bermuda and Puerto Rico given to her by District Manager Martin J. Ghastin....Twelve Kresgeites and their families were honored at the Service Recognition Dinner.

West Palm Beach, Fla., Kresge 731—Santa Claus arrived at 731 by boat with the entire staff to greet him.

Birmingham, Ala., Kresge 732—Seven staffers were awarded service pins at the annual Service Recognition Breakfast on October 9.

Orlando, Fla., Kresge 740—The center-wide Halloween party was a big success, wrote Reporter Edith Furnish. Activities included an apple dunkin' contest, costume parade and art contest with prizes. Assistant Manager Thomas Short won third prize in the costume contest dressed as "grandpa." Manager Charles E. Hawkins was general chairman of the promotion....740 received an order for 2,000 electric candles from the Maitland Junior Chamber of Commerce, of Maitland, Fla.....The first Service Recognition Breakfast was held in October. It was also the first for Manager Hawkins as a store manager....Family Shopping Night is scheduled for December 6.

Oklahoma City, Okla., Kresge 744—The holiday season officially began at Penn Square Center on Thanksgiving with Christmas caroling by a local high school group. However, Christmas decorations were up the last week in October in most stores. Dayne Lee, reporter, wrote that the store's interior turned almost overnight from a decidedly spooky atmosphere to a sparkling Christmas atmosphere....The store Christmas party will be on the morning before Christmas....Family Shopping Night was the Sunday before Thanksgiving in the afternoon.

Baton Rouge, La., Kresge 749—The layaway contest was a big success, the store reported. Team Two was served breakfast by Team One. High layaway sales on Team Two were tallied by Fran Chamber, while Barbara Guy scored high layaway sales on Team One.

St. Petersburg, Fla., Kresge 750—Layaway contest winners were: Florence Scobie, ready-to-wear, first; Dorothy Denault, notions, second, and Dorothy Smithers, men's furnishings, third.....The shopping center took on a real Halloween look with a pumpkin sale and free coffee and doughnuts in celebration of the center's fifth anniversary.

Fort Worth, Tex., Kresge 761—Plans are being made for the annual Christmas party.....Family Shopping Night at 761 was held in November.

Midland, Tex., Kresge 786—Surprise specials were announced at intervals during 786's Sleepwalker Sale.....Assistant Manager Dave Grayson presented the winner of the ping-pong ball drop with a stereo record player.

South Houston, Tex., K-mart 4024—Bertha Seymore is the new KRESGE NEWS store reporter for 4024.

At 4053, Charlotte, N. C., June Graham (left) and Tanya Lynch, part-timers, model holiday wear.

During Fire Prevention Week, observed at 4056, in Johnson City, Tenn., Robert H. Griffiths, manager, welcomes a local fireman.

* * *

Hot Springs, Ark., K-mart 4046—Prize drawings and departmental specials were featured at the first anniversary sale of 4046. Before the sale, employees enjoyed cake and coffee.

Ping Pong Ball Drop Draws 8,000 to 4053

Charlotte, N. C., K-mart 4053—Approximately 8,000 shoppers thronged the parking lot on October 23 in anticipation of a ping-pong ball drop. Advertising Manager Wayne Hooks said the promotion was a complete success. One thousand prizes—from candy bars to bicycles and automobile tires—were given away.....The Chug-a-Longs won the credit contest with the Chug-a-Lugs, the losers, serving breakfast to the winners. Individual winners received gift certificates for their extra efforts in the contest, First was Joyce Dagenhart, stationery, who won a $20 certificate. Ten-dollar certificates went to Emmie Wrenn, service desk, for second place, and Stan Blanton for third place.

Danville, Va., K-mart 4062—Vera Betterton was promoted to assistant manager of the ready-to-wear department. Formerly, Vera worked at Kresge 342, Danville, Va., for eight years.

Anniversaries

"A Company Is Known by the People It Keeps"

40 Years

Elsie Mines
December 15
Asst. Supervisor
Detroit Office

Gertrude McCall, January 31, *Sales*, 92, Scranton, Pa.

35 Years

F. A. Robertson
December 10
Staff Assistant
Detroit Office

Katherine Kavanaugh
December 2
Cashier
399, Worcester, Mass.

A. E. Peterson
January 27
Manager
211, Highland Park, Mich.

Gwendolyn Conners
December 10
Secretary
346, Detroit, Mich.

H. E. Gates
January 30
Asst. Treasurer
Detroit Office

Wilda Watson
December 21
Secretary
377, Zanesville, O.

Edna Cecil, December 1, *Personnel Supervisor*, 244, Atchison, Kans.
Thora George, December 1, *Cashier*, 4534, Cohoes, N. Y.
Ann Chmela, December 3, *Sales*, 8, Chicago, Ill.
Alma Krause, December 11, *Personnel Supervisor*, 4534, Cohoes, N. Y.
Mary Borowski, December 14, *Sales*, 594, Chicago, Ill.
Frances Schulwitz, January 4, *Floor Supervisor*, 535, Mt. Clemens, Mich.
Elizabeth Wright, January 7, *Cashier*, 201, Decatur, Ill.
Myrtle Poole, January 29, *Floor Supervisor*, 7, Indianapolis, Ind.

30 Years

Betty Janda
December 1
Sales
108, Cedar Rapids, Ia.

R. N. Monat
December 6
Window Display
296, Berkley, Mich.

Irene Cadran
December 8
Food Manager
110, Lowell, Mass.

D. T. Tubbs
December 15
Manager
220, Evanston, Ill.

Dorothea Woodall
December 15
Personnel Supv.
42, Southfield, Mich.

Luis del Villar
January 29
Architect
Detroit Office

A. E. Walker
December 22
Manager
492, Springfield, Pa.

Catherine Sullivan
December 14
Sales
320, Schenectady, N. Y.

Esther Didario, December 10, *Bookkeeper*, 529, Monroe, Mich.
Doris Austinson, December 11, *Sales*, 231, Fargo, N. D.
Betty Hollingsworth, December 15, *Stockwoman*, 82, Kansas City, Mo.
Maxine Taylor, December 15, *Sales*, 103, Jackson, Mich.
Marie Reese, December 17, *Personnel Supervisor*, 177, Elgin, Ill.

25 Years

Charlotte Sutton
December 22
Personnel Supv.
557, Mayfield Heights, O.

Rosadele Elliott
January 14
Floor Supv.
358, Wilmington, Del.

Anna Smith
December 22
Sales
4554, Richmond, Ind.

Margaret Fearon
January 14
Bookkeeper
301, Chicago Heights, Ill.

Generva Castle
December 1
Bookkeeper
4041, Sioux Falls, S. D.

Reina Haag
January 15
Sales
127, Leavenworth, Kans.

Anna Deleo, December 1, *Bookkeeper*, 4558, Batavia, N. Y.
E. C. Lane, December 6, *Assistant to Manager*, 191, Philadelphia, Pa.
Louise Smalley, December 7, *Bookkeeper*, 8, Chicago, Ill.
Mary Moran, December 15, *Floor Supervisor*, 441, Niagara Falls, N. Y.
Sally O'Connor, December 15, *Cashier*, 125, Binghamton, N. Y.
Ruth Paxton, December 17, *Cashier*, 248, Xenia, O.
Mildred Whittington, December 17, *Personnel and Floor Supervisor*, 248, Xenia, O.
Orpha Yockey, December 17, *Cashier*, 374, Streator, Ill.
Dorothy Dunn, January 11, *Merchandise Supervisor*, 272, Flint, Mich.
Elenor Kiefer, January 22, *Secretary*, Detroit Office
Sabra Shepard, January 29, *Bookkeeper*, 254, Aurora, Ill.

Kresge News

December, 1964 Vol. 22, No. 10

ANN C. WOLFF, *Editor*
MARLENE M. GOLDSMITH, *Assistant Editor*

KRESGE NEWS is published ten times a year by the S. S. Kresge Co., 2727 Second Avenue, Detroit, Michigan 48232, in the office of Arthur B. Fairbanks, director of public and employee relations.

Christmas Circulation 49,000

Member of International Council of Industrial Editors

D. O. Holds Christmas Sale

More than 1,000 shoppers—Detroit Office employees, their families and friends—shopped in the garage of the administration building on November 17 at the Detroit Office's "family-style Christmas sale."

There were thousands of items for sale at discount prices. The first-quality merchandise was from the sample rooms of Detroit Office buyers.

Seventy-five Detroit Office employees manned cash registers and wrapped purchases in dozens of departmental "shops" selling toys, hosiery, jewelry, ready-to-wear, lingerie, hardware, kitchenware, novelties, pet supplies, glassware, plastic items, dinnerware, housewares, pictures, men's and boys' furnishings, needlework, handkerchiefs, books, import items, floor coverings and furniture. Several Detroit Office-sponsored Junior Achievement companies also set up booths and sold their products.

A package check room was set up to accommodate customers.

Pre-sale advertising from the personnel department declared: "No fancy fixtures, no frills, just plain family-style bargains." When the doors opened at 8:30 a.m., hundreds of shoppers were already waiting in block-long lines.

In Memoriam

Karl Harrison

Champaign, Ill. — The company mourned the death of retiree Karl Harrison on October 15. Before his retirement in 1946, Mr. Harrison managed Kresge 1297, Champaign.

Osborne Taylor

Philadelphia, Pa.—The company mourned the death of retiree Osborne Taylor on September 29. Before his retirement, Mr. Taylor served at Kresge 39, Hyattsville, Md.

Leta Silvey

Kansas City, Mo. — The staff of Kresge 82, Kansas City, mourned the death of Leta Silvey on October 26. Mrs. Silvey had been a member of the ready-to-wear sales staff for seven years.

Peggy Jane Hobby

Decatur, Ga. — Members of the staff at Kresge 755, Decatur, mourned the death of fellow staffer Peggy Jane Hobby on September 30.

Lawrence Kirkpatrick

Niagara Falls, N. Y. — The company mourned the death of former manager Lawrence Kirkpatrick on November 8. Mr. Kirkpatrick managed Kresge 494, Buffalo, N. Y., until a recent illness forced him to take a leave of absence.

During his career with the company, which began in 1928, Mr. Kirkpatrick managed seven stores.

Belle Wayne

Evanston, Ill.—The staff at Kresge 220, Evanston, mourned the death of Belle Wayne on October 7. Mrs. Wayne was the head of the hardware and kitchenware departments.

Looking Ahead

ANNE BYRNE, Detroit Office, retired October 30 completing a 40-year career.

STELLA PETTIT, Kresge 231, Fargo, N. D., retired June 1 completing a 36-year career.

THELMA SCOTT, Kresge 365, Highland Park, Mich., retired September 15 completing a 38-year career.

ICIE DIETL, Kresge 461, St. Louis, Mo., retired October 1 completing a 33-year career.

LYDIA HOMMERBOCKER, Kresge 20, Baltimore, Md., retired September 30 completing a 41-year career.

BENNIE SMALL, Kresge 82, Kansas City, Mo., retired October 1 completing a 41-year career.

BELLE CLEMONS, Kresge 69, Washington, D. C., retired November 1 completing a 19-year career.

IRENE DOUP, Kresge 512, Mt. Vernon, O., retires January 1 completing a 30-year career.

IDA KAMPA, Kresge 168, St. Cloud, Minn., retired November 1 completing a 12-year career.

HATTIE PORTER, Kresge 683, St. Paul, Minn., retires January 1 completing a 20-year career.

FLORENCE SELLERS, Kresge 101, South Bend, Ind., retired November 1 completing a 23-year career.

VIOLA SHULER, Kresge 7, Indianapolis, Ind., retired November 1 completing a 17-year career.

MYRTLE STARLING, Kresge 82, Kansas City, Mo., retired September 1 completing a 19-year career.

MARY ANDERSON, Detroit Office, retired November 15 completing a 16-year career.

New Managers and Manpower Awards

DAVID ROCHA, Jupiter 4545, Chicago, Ill. Manpower Award presented to Manager Alan P. Janes, Kresge 326, Omaha, Neb.

EUGENE H. JACOBY, Jupiter 4550, Muscatine, Ia.

Manager Changes

NAME	TO	FROM
D. R. Smothers	773, Brownsville, Tex.	4524, Washington, D. C.
D. L. Eades	96, Springfield, Mo.	427, Alton, Ill.
R. W. Henley	427, Alton, Ill.	4550, Muscatine, Ia.
C. L. Nicholson	446, Milwaukee, Wis.	96, Springfield, Mo.
G. E. Glidden	255, Quincy, Mass.	4505, Buffalo, N. Y.